

Economic Voting in South Korea and Taiwan: Are there Generational Differences?

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Outline

- 1 Economic Voting and Generation
- 2 The 2012 Presidential Elections in Korea and Taiwan
- 3 Data Analysis
- 4 Conclusion

Economic Voting

- The state of the economy is an important contributing factor to electoral decision
- Important concepts:
 - ① personal well-being or the state of national economy?
 - ② retrospective or prospective?
- Cross-national variation

Demography and Economic Voting

- Generation
 - Voters of different generations have various experiences and considerations and thus may have diverse views on the issue of attribution.
 - Less informed voters tend to rely more on personal economic conditions than on the state of national economy for attribution of responsibility
- Hypothesis: the younger generation is more likely to punish or reward the incumbent government based on the pocketbook concerns

The 2012 Presidential Elections in Korea and Taiwan

- South Korea
 - Park (governing New Frontier Party) vs. Moon (opposition UDP)
 - Economic democratization
- Taiwan
 - Ma (governing KMT) vs. Tsai (opposition DPP)
 - Cross-Strait relations & economic issues

Data Analysis

- South Korea
 - Data: KSDC
 - Dependent variable: Voting for the Saeuri Party
 - Independent variables: retrospective/prospective national/household economic evaluation
 - Control variables: partisanship, ideology, age, education, gender, region (Cholla)
- Taiwan
 - Data: TEDS (CSES)
 - Dependent variable: Voting for the KMT
 - Independent variables: retrospective/prospective national/household economic evaluation
 - Control variables: partisanship, independence/unification issue position, age, education, gender

Generation coding

To test the generational difference hypothesis, we split our samples as young (≤ 39 years old) and old.

	Young	Old
South Korea	470(39.17)	730(60.83)
Taiwan	630(34.50)	1,196(65.50)

Korea's Presidential Election (Odds Ratio)

	Generation	
	Young	Old
National economy(retro)	2.903	1.519
Family economy(retro)	0.824	0.926
National economy(pro)	1.104	2.626
Family economy(pro)	3.729	1.512
Saenuri Party Identification	92.68	62.92
Conservative Ideology	1.418	1.266
College education	0.496	1.403
Female	0.595	1.563
Cholla Region	0.085	0.087
Observations	386	645

Taiwan's Presidential Election (Odds Ratio)

	Generation	
	Young	Old
National economy(retro)	1.282	1.076
Family economy(retro)	1.340	0.819
National economy(pro)	1.805	2.417
Family economy(pro)	1.032	1.207
Pan-blue partisans	23.283	17.856
Pan-green partisans	0.097	0.330
Unification	1.101	1.212
Independence	0.538	0.718
College education	0.704	2.305
Female	1.500	1.439
Observations	424	736

Concluding Remarks

- ① The vitality of the economy plays an important role in citizens electoral decisions of the two countries 2012 presidential elections. Economic voting is present in both countries.

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- 1 The vitality of the economy plays an important role in citizens electoral decisions of the two countries 2012 presidential elections. Economic voting is present in both countries.
- 2 It appears that there is a generational gap between older and younger voters in Korea.
- 3 Older Korean voters are sociotropic . Younger Korean voters direct their political support based on their own economic predicaments.

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- 1 Among Taiwan voters, both young and old citizens consider the countrys economic prospect, not their personal well-being, as an important factor in their voting calculus.

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- 1 Among Taiwan voters, both young and old citizens consider the country's economic prospect, not their personal well-being, as an important factor in their voting calculus.
- 2 The ambivalent view of cross-Strait economic relations explains why Taiwan voters' economic concerns, for both the young and old generations, lie not in their personal well-being but rather in the state of national economy.

Thank you for your listening